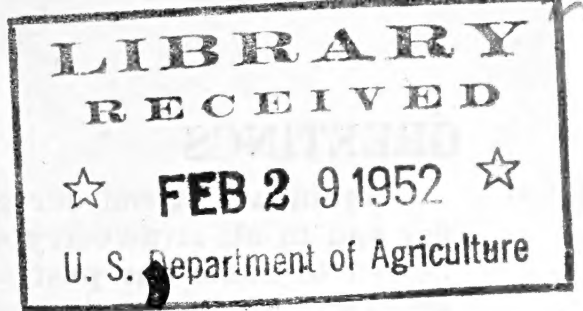


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Benning's Strawberry Book

FOR

1952

BENNING'S BERRY FARM

W. E. BENNING

CLYDE, N. Y.

Phone Clyde 5083

Established 1909 by H. H. Benning

No. 1216

State of New York

Department of Agriculture and Markets

C. Chester DuMond, Commissioner

Certificate of Inspection of Nursery Stock

THIS IS TO CERTIFY that the Strawberry Plants of W. E. Benning of Clyde, County of Wayne, State of New York, have been duly examined in compliance with the Agriculture and Markets Law and have been found to be apparently free from all injurious insects, and plant diseases. This certificate is valid until October 1, 1952, unless revoked before that date.

Dated Albany, N. Y., Oct. 4, 1951.

C. CHESTER DUMOND, Commissioner.

H. B. LITTLE, Director, Bureau Plant Industry.

GREETINGS

Again we extend our greetings and best wishes to our customers and to all strawberry enthusiasts everywhere. To all who have helped to make our past season a successful one we say, "Many thanks". To those who are not acquainted with our plants and our service we say, "Give us a try". We feel sure you will be pleased.

WHAT'S AHEAD IN 1952

Strawberry prospects for 1952 appear good. Business activity is high. Employment is up. The rearmament program is moving from the "blue print" stage into actual production. All this means more money in the pockets of consumers so that there should be no lessening of the demand for strawberries both fresh and frozen.

Production costs will probably be higher and the labor supply perhaps the biggest question mark. But for many growers who plant only what their families can take care of with perhaps a little extra help at picking time from local boys and girls or others who are not regularly employed, the labor question is not too serious. Larger growers who must of necessity depend on hired help will have to fit their operations to the available labor supply. It looks like a good time to plant as many strawberries as you can properly take care of.

Strawberries are not difficult to grow. They return a profit more quickly than any other fruit. They are always in demand for they are the most delicious of all fruits. Nor do they require much land. Even a very small garden patch will furnish many delicious berries for the table. A commercial patch will bring in money early in the season before other crops are ready to harvest. Plant strawberries this Spring and be prepared to reap a harvest in 1953.

STRAWBERRY PLANT SUPPLIES FOR 1952

We are pleased to announce that we have a good supply of plants of all the varieties we list this year. This does not mean that shortages may not develop in some varieties later in the season. You will be wise to place your order early and have us reserve the plants for you until the desired shipping date.

OUR GUARANTEE

We guarantee our plants to be true to name. Should they prove to be otherwise we will refund the purchase price of the plants.

We guarantee your plants will be properly packed and shipped to reach you in good condition under normal transportation conditions. We cannot be responsible for transportation delays, strikes, etc. over which we have no control.

We tie our plants in bundles of 25 plants each and guarantee a correct count on your order.

In short we guarantee to do everything reasonable to assure the delivery to you of first class plants of the variety and in the quantity you want, in first class shape and ready to grow and make a profit for you. Should you have any complaint regarding the plants, the packing or the service it must be made at once upon receipt of the plants. We always stand back of our plants and service and are ready to make right anything for which we are responsible. However, in no case will we be responsible for more than the purchase price of the plants. Nor can we be responsible for any condition affecting the growth of the plants which occurs after their arrival and which is beyond our control.

SHIPPING SEASON

We dig and ship plants in the Spring only. We do not sell in the Fall.

The opening of our shipping season is dependent on the weather. We start as soon as the ground thaws and dries sufficiently to permit digging. Normally this is about mid-April although in some years we can start sooner. While we usually ship until June 1, we recommend getting your plants by May 10. By that time the plants normally have started growth to such an extent that they do not ship or transplant as well. Also there is greater danger of hot dry weather occurring after the plants have been set with a consequent loss of plants. Orders received for shipment after May 10 will be filled at the purchaser's risk.

LOCATION OF OUR FARM

Each year many of our customers drive to our Farm for their plants. For those who may be coming for the first time and are not familiar with our location, Clyde is located in southeastern Wayne County on N. Y. Route 31. Our Farm is 4 miles southeast of the village on the County highway leading from Clyde to Seneca Falls. Seneca Falls is located on N. Y. Route 5 and U. S. Route 20. We are 10 miles north of Seneca Falls.

If you are planning to drive after your plants, please notify us of your intentions ahead of time. This will insure that we will have your plants ready for you when you arrive.

Please note that we are not open for business on Sunday.

STRAWBERRY CULTURE

Strawberries are grown successfully on many types of soil. For best results the soil should be rich, high in organic matter, and well supplied with moisture. However, strawberries will not grow in ground that is waterlogged. The soil should be well prepared before planting.

When your strawberry plants arrive from Benning's you will find them packed in moss. The package should be opened and the plants watered, if they appear dry. Immediate planting is best, but if it is necessary the plants can be kept a short period in the moss they are shipped in. The plants should be removed from the package, moistened and then put back into the moss but not packed tightly. Keep them in a cellar or other moist cool place. If planting is to be delayed for several days, the plants should be heeled in the ground until they can be planted. The longer period between the time your plants arrive and the time they get back into the soil the less vitality the plant has to make a new start and the greater the chances of failure.

Planting can be done as early in the Spring as the ground can be worked into shape. Early set plants have an opportunity to get started while the weather is still cool and the ground still moist. They are in better shape to stand unfavorable conditions which may occur later.

Planting distances usually are 3½ to 4½ feet between the rows with the plants spaced 18-24 inches apart in the row. At these distances it will require about 7,000 to 8,000 plants to the acre.

We find barnyard manure to be the best fertilizer. We like to apply it on the crop preceding strawberries if possible. If barnyard

manure is not available, 500 to 1,000 lbs. per acre of 5-10-5 commercial fertilizer can be used. This should be thoroughly mixed in the soil before planting. Strawberry roots are very susceptible to fertilizer burning if they come in contact with the fertilizer. If desired, part of the application can be made as a side dressing later in the season.

Cultivation should be as frequent as necessary to control weeds. Weed control is an absolute must in growing strawberries successfully.

Newly set plants will blossom and bear fruit this season if permitted to do so. However, it is recommended that you pinch off the blossom clusters as they appear. This will give the plants a better chance to get off to a good start.

In Northern areas strawberry beds should be mulched in the late Fall as soon as growth stops and before severe cold weather sets in. Straw or like material may be used at the rate of 2-3 tons per acre. Mulching does several things. It protects the crown of the plant from freezing injury during severe weather. It prevents the plants from heaving during alternate freezing and thawing spells such as often occur in late winter or early spring. In the spring it holds back development of the plants and prevents them from blooming so early that they are subject to frost injury. The presence of a good straw mulch in the spring helps to keep down weeds, conserve moisture and keeps the berries from coming in direct contact with the soil and becoming sandy.

PREMIER (Howard 17) Tried and True

Strawberry varieties come and go but Premier continues on as the most popular and widely grown berry in the North. Of the varieties we grew thirty years ago, Premier is the only one we still have. In spite of increasing competition from newer varieties Premier still remains one of our leading berries.

What does Premier have that has enabled it to survive when other varieties, once popular, have disappeared? First of all Premier is a sure cropper. Almost frost proof, adaptable to many soils and conditions Premier has a record of producing profitable crops year after year and this is what appeals to commercial growers who depend on strawberries for a livelihood. Secondly, the berries ripen early and thus the grower can take advantage of the good prices which the first berries always bring. The berries are medium to large in size, bright red and attractive. The first berries are often wedge shaped but the later ones are quite uniformly conic. The quality is good.

Also Premier yields are high and the picking season long. Thus Premier fulfills another requisite of a good commercial berry namely the ability to produce an abundance of marketable berries. Premier berries are firm enough to be good shippers.

Premier plants are vigorous and healthy and make a good fruiting row.

TEMPLE—Bred to Fill a Need

Temple is a good example of what modern science and plant breeding can do for the strawberry grower. When the red stele disease struck a few years ago, growers in some areas were being forced out of business. In response to their demands, plant breeders went to work to develop a strawberry with all the characteristics needed by a good commercial berry plus resistance to red stele.

Temple, developed by the U. S. D. A. from a cross of Fairfax and Aberdeen, is one of the outstanding berries created by this effort.

Temple is an extra early berry, ripening in our area with or slightly before Premier. The berries are large, bright red, glossy and attractive. They are wedge to conic in shape. The quality is excellent. They are firm enough to be good shippers. Yields are very good.

Temple is also outstanding in its plant characteristics. It is a vigorous grower and a prolific plant maker. The plants are upstanding with luxuriant green foliage.

Temple has gained in popularity very rapidly since its introduction and we predict further popularity as more growers become acquainted with it.

If you want an extra early berry for market or home use, try Temple.

FAIRFAX—No Better Quality Berry Grown

Often we are asked to name the best strawberry. That is a hard question to answer for the answer of course depends on what one wants the berry for as well as many other factors. But, if we were forced to limit ourselves to the culture of just one strawberry variety, our choice would be Fairfax.

Why Fairfax? Well because Fairfax is tops in so many things. It is tops in quality, tops in flavor, tops in sweetness and tops in firmness. And once you have tried Fairfax we believe it will be tops with you, too.

Fairfax berries are very large, smooth and attractive with rather prominent yellow seeds. The early berries are often wedge shaped but become uniformly conic later. When they first ripen, the berries are a light red but as they stand they become darker until they reach a dark purple color. Formerly this dark color was considered to be a handicap as customers thought the dark berries were overripe. Today, however, many customers identify Fairfax berries by this dark color and ask for those "black" berries because of their superlative quality. Fairfax berries are solid and very firm. They will stand up for several days.

With us Fairfax has been outstanding in its heavy yields being one of our best producers. Many other growers find that Fairfax does equally well for them. Nevertheless, there are growers who report that under their conditions the yields from Fairfax are not heavy. Fairfax ripens just after Premier and has a long picking season.

The plants of Fairfax are large, upstanding and vigorous. It is a moderate plant maker. Fairfax is more easily damaged by spring frosts than are many varieties. For this reason it is well to select a frost free site for your Fairfax bed if possible. Leaving the mulch on the plants until after the danger of frosts is past will also help.

CATSKILL—A Consistent Money Maker

For Northern areas Catskill ranks next to Premier in adaptation to a wide range of soils and conditions and in its ability to come thru with a crop every year. With the exception of Sparkle we know of no other variety which attained such wide popularity in so short a time after its introduction as Catskill.

Catskill is an outstanding mid-season berry. The berries are very large, bright red, often rather rough in shape and with a characteristic long neck. In spite of the uneven rough shape of the indi-

vidual berries Catskill presents a pleasing appearance in the basket. They are firm and do not rot easily. We have often noted that, when we are troubled with rot in other varieties due to excessive moisture, we seldom find any rotten Catskills. Quality is very good and Catskill makes an excellent freezing berry.

Although we have had some very heavy rows of Catskill in years of very favorable growing conditions, it normally makes only a moderate number of plants setting just enough for a good fruiting row. The plants are healthy and the foliage dark green.

Catskill ranks among the heaviest yielders. Plant this proven money maker for the mid-season market.

ROBINSON (Scarlet Beauty) A profit making late berry

This variety, which originated in Michigan, has the most amazing vitality. It is a most prolific plant maker and will make a heavy row even under unfavorable circumstances. The individual plants are small and often with only a few short roots. Out of the scores of varieties we have grown over the years we believe that the Robinson plants when dug from the nursery row are the poorest appearing of any. When you receive your shipment of Robinson plants, your first impression may be that the plants are too small and poor to be worth setting. Let us assure you, however, they will grow and by the end of the summer probably will have produced more plants than any other variety you may have.

Robinson's vitality is not limited just to plant making but is just as evident in the quantity of berries it will set and carry to maturity. The berries are large to very large in size and hold their size well thru the picking season. We do not believe we have ever seen a variety which produced so great a number of berries and yet attained so great an average size as does the Robinson. The result of these two facts is a very high yield.

The berries are conical with a distinctive ridging which tends to become less prominent as the season progresses. The color is a light attractive red. Quality, while good, is not outstanding. With us Robinson seems a bit too soft for a good shipping berry. However, we note that in some areas it is classed as firm and regarded as a good shipping berry. It is our experience that Robinson is quite susceptible to rot in wet seasons.

Robinson ripens after Catskill and comes into the market with large attractive bright red berries just at the time that the earlier varieties are beginning to go down in size and attractiveness. For this reason we have found that Robinson berries will command a premium in the market. In spite of not having quite as much firmness as desirable and in spite of being rather susceptible to rot under overly humid conditions, we have found Robinson to be one of the best late varieties for commercial use which we have ever raised.

SPARKLE—The Superb Freezing Berry

Sparkle's rise in popularity since its introduction by the N. J. Experiment Station a few years ago has been truly meteoric. Few varieties have ever been so widely planted and generally accepted in so short a time.

Sparkle is a heavy producing late variety which continues to produce berries after other varieties are gone. One needs but to look at the bright red, shining berries to understand why it was named "Sparkle". Quality is very high and the flavor excellent. In these

Please Write Plainly

Send To _____

R. D. or St. _____ County _____

Post Office _____ State _____

Express Office _____

Ship by Express () Parcel Post () Ship About

Do not write here

Amt sent

Ck **M. O.**

Stamps **Cash**

Shipped

[illegible]

IMPORTANT! SUBSTITUTIONS. As the digging season progresses we frequently run out of some varieties. Please indicate whether, in case we are out of the variety ordered, we shall substitute something equally good or return your money. Any plants substituted will be marked by their true name. Unless an answer is indicated below, we shall feel free to substitute if necessary.

ANSWER

ORDER BLANK

W. E. B. Dwyer

Clyde M. Dwyer

Please Print Name

1146

1146

1146

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1146

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ANSWER

respects it resembles Fairfax, one of its parents, altho it is not quite so sweet. In freezing tests at the N. Y. Experiment Station it ranked at the top as a freezing berry. The berries are medium to large in size and keep their size well over a long picking season. They are firm and hold up well.

The plants of Sparkle are as beautiful as the berries. When planted in the field alongside other varieties, Sparkle is readily distinguished by its luxuriant, clean, bright green foliage. It is a good plant maker and never fails to make a good row.

As we have continued to grow the Sparkle, we have become increasingly enthusiastic about it. We feel sure that its swift rise to popularity is not just a "flash in the pan" but rather that its many good qualities will assure it a place in the strawberry industry of the North for many years.

GEM EVERBEARING

No strawberry planting is complete without a bed of Everbearers to extend the season thruout the late summer and fall. Gem is one of the best of the Everbearing varieties. Gem plants set this spring will produce berries this coming summer and fall. The first blossoms should be removed in order to give the plants a chance to get established and make a good start. Continue to clip the blossoms until July 1. Then let them grow and you can start picking luscious berries about Aug. 1 and can continue to do so until snow flies. What other fruit will begin giving you a crop 90 days after planting?

Gem plants are rather small but unlike many Everbearers they are quite prolific plant makers.

The berries are medium to large in size and are produced abundantly. They are round, smooth and attractive. Quality and flavor are excellent with a tendency to be a bit tart. Gem will produce a good crop in June as well as in the fall.

We suggest that you make a planting of Gem this year and enjoy delicious fresh strawberries until snow flies.

GROW STRAWBERRIES FOR HEALTH & PROFIT

Nutrition and Medical authorities tell of the importance of Vitamin C in the diet. Commonly we think of citrus fruits as a chief source of Vitamin C. Did you know that you can grow your own Vitamin C in your own garden and in a most delicious form? Research has shown that strawberries contain nearly twice as much of the vital Vitamin C as citrus fruits. Also, research shows that freezing does not impair the Vitamin C content of strawberries.

Grow all the berries your family can consume fresh. June varieties for the main season and Everbearers to follow them until snow flies. Fill the frozen food locker and take your Vitamin C all winter in the form of delicious frozen strawberries.

PRICES FOR 1952

Variety	Number of Plants								
	25	50	100	200	300	400	500	1000	5000
Premier	1.00	1.75	3.00	5.00	7.00	8.50	10.00	16.00	75.00
Fairfax	1.00	1.75	3.00	5.00	7.00	8.50	10.00	16.00	75.00
Temple	1.00	1.75	3.00	5.00	7.00	8.50	10.00	16.00	75.00
Catskill	1.00	1.75	3.00	5.00	7.00	8.50	10.00	16.00	75.00
Robinson	1.00	1.75	3.00	5.00	7.00	8.50	10.00	16.00	75.00
Sparkle	1.00	1.75	3.00	5.00	7.00	8.50	10.00	16.00	75.00
Gem Evr.	1.50	2.75	4.00	7.00	9.00	10.50	12.00	20.00	90.00

Figure each variety separately. Do not add together two or more varieties to obtain a cheaper rate.

Write us for quotations on larger amounts.

Prices subject to change without notice.

All plants offered subject to prior sale.

CASH MUST ACCOMPANY ALL ORDERS UNLESS OTHER ARRANGEMENTS ARE MADE.

The above prices are f. o. b. Clyde, N. Y. with the purchaser paying the transportation costs.

If you wish your plants shipped parcel post prepaid to avoid delay and cost of C. O. D. charges, include postage with your order. The table below will give you approximate postal charges. Be sure to include enough as we will refund any excess.

NUMBER OF PLANTS ORDERED

Zone—Miles	25	50	100	200	300	400	500	1000
1 & 2 up to 150	.20	.22	.27	.39	.51	.63	.75	1.35
3—150-300	.21	.24	.31	.49	.66	.84	1.01	1.89
4—300-600	.24	.29	.38	.62	.86	1.10	1.33	2.52
5—600-1000	.28	.35	.48	.82	1.16	1.50	1.83	3.52
6—1000-1400	.33	.42	.60	1.07	1.53	1.99	2.45	4.77
7—1400-1800	.37	.48	.71	1.29	1.86	2.44	3.01	5.89
8—1800 and over	.41	.55	.83	1.53	2.23	2.93	3.63	7.13

The following chart will act as a guide in determining which Zone you are in. In case of doubt, consult your local Postmaster.

ZONE 1 and 2—N. Y. except the NE and SE corners and Long Island. Northern Pa., north of an arc running from Warren, Pa., to Williamsport and Wilkes-Barre.

ZONE 3—Balance of N. Y. and Pa., NE Ohio, northern Md. and Del., N. J., Long Island, New England except Maine and Cape Cod.

ZONE 4—Maine, Cape Cod, Mich., Ohio, Ind., W. Va., Va., N. C., southern Md., and eastern Ky.

ZONE 5—Minn., Wis., Iowa, Ill., Mo., western Ky., Tenn., NE Ark., northern Miss., Ala., Ga., S. C., NE Fla.

ZONE 6—N. D., S. D., Neb., Kan., Okla., SW Ark., Eastern Texas, La., southern Miss. and Fla.

ZONE 7—Mont., Wyo., Col., eastern Utah, N. Mex., western Texas.

ZONE 8—Idaho, western Utah, Nev., Arizona, Wash., Ore., Cal.

On the larger orders and at the greater distances express is satisfactory and often cheaper.

PLEASE NOTE—WE DO NOT HAVE PLANTS FOR SALE IN THE SUMMER OR FALL.

ALSO WE ARE NOT OPEN FOR BUSINESS ON SUNDAY.

References: Postmaster or Briggs National Bank, Clyde, N. Y.